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Press Release

PowerGrid Communications, Inc. to Launch BPL Trial with Entergy

Boise, ID and New York, NY - April 26, 2007: Entergy Corporation, one of the nation's largest electric utilities serving over 2.7 million retail customers in Louisiana, Texas, Arkansas and Mississippi, and PowerGrid Communications Inc., a leading builder and operator of Broadband over Powerlines (BPL) networks, announced today that the companies have launched a pilot BPL network in Baton Rouge, La. that will be operated over the next year. The new pilot demonstrates both Smart Grid applications to enhance the reliability and efficiency of Entergy's power distribution grid and the ability to deliver broadband services to businesses and homes.

BPL networks add high speed communications capabilities to existing electric power grids, and provide a broadband connection anywhere on the grid and to every electric outlet. PowerGrid will work with Entergy to identify ways to use BPL technology to improve its core utility services, reduce operating costs, and increase the overall reliability of the electric grid. One of the key applications that BPL delivers is the capability to automatically read power and other utility meters on a real-time basis, providing the utility with the electric power demand down to the consumer level.

BPL can also deliver high-speed data service to customers including Internet Access, Voice over IP, Video on Demand and Always-On Security. BPL networks can extend inside the home to every power outlet. A simple, plugin BPL modem, which looks like a cellular telephone charger, turns every electric outlet into a high speed access jack for PC's or Internet telephones."

As part of the Baton Rouge trial, PowerGrid demonstrated automatic meter reading, grid outage reporting, Internet Access/ISP, Voice over IP (VOIP) telephone service, Video on Demand and video surveillance. New applications for the broadband network will be introduced as the trial moves to the second phase in Little Rock, AR. "We are very excited about launching this pilot with Entergy. Entergy has been one of the most innovative power

providers in the United States and has shown a strong commitment to providing a high level of customer service through technology and people,” said Chris Britton CEO of PowerGrid Communications. “

“Our objectives in this pilot are to test the technology and its capabilities, validate the economics of deploying BPL, especially in rural areas, and test the ability to use this technology to locate power outages, read electric meters, provide security monitoring, and do remote switching of distribution equipment,” Ed Melendreras, Entergy’s vice president of sales and marketing said. “PowerGrid was selected after a thorough review process of the different BPL technologies available in the marketplace today. We felt PowerGrid’s solution has potential, and are looking forward to appraising the results of this pilot program.”

The pilot being developed by PowerGrid will establish the technology and the range of services to be delivered as well as the economics of deploying a BPL network. The initial services will include the use of PowerGrid’s GridEye system to locate power outages, read electric meters and do remote switching of distribution equipment. Jeff Schumacher, PowerGrid’s Chief Operations Officer added, “Though this pilot, we want to demonstrate the technology and its capabilities and to extend the reach of BPL networks to rural areas economically. Based on our wide experience, PowerGrid has selected Corinex advanced, industry-proven and market leading equipment to for the BPL pilot. Using Corinex’s 2nd generation equipment, we are able to build not only a reliable, fast and economic network but one which is designed to comply with FCC rules and which prevents any potential harmful ham radio interference. This is an area in which we have a great deal of experience and one to which we are fully committed.”

PowerGrid uses both the very latest “dynamic notching” technology in its second-generation products and active network monitoring to mitigate any potential harmful interference to licensed spectrum users such as the amateur radio operators.

About Entergy

Entergy Corporation is an integrated energy company engaged primarily in electric power production and retail distribution operations. Entergy owns and operates power plants with approximately 30,000 megawatts of electric generating capacity, and it is the second-largest nuclear generator in the United States. Entergy delivers electricity to 2.7 million utility customers in Arkansas, Louisiana, Mississippi and Texas. Entergy has annual revenues of over \$10 billion and approximately 14,000 employees.

About PowerGrid Communications

Established in 2006, PowerGrid Communications has emerged to become one of the premier developers of Broadband over Powerline networks for utilities, government agencies and contractors. Drawing together the most skilled and experienced management team in the industry, PowerGrid can deliver on the promise of a “Smart Grid”

that enables a utility to increase their reliability, efficiency and decrease carbon emissions in an era of scarce energy resources; and can deliver valuable broadband services to every electric outlet for communities and consumers. PowerGrid provides a full spectrum of integration, operations and marketing services to its customer partners including BPL network design, buildout, operations and financing; Smart Grid applications including outage reporting, critical infrastructure monitoring and smart metering; and consumer broadband services including Voice Over IP (VOIP), Internet Access (ISP), Video On Demand (VID), security monitoring and video surveillance. Through the experience of PowerGrid, utilities can be confident that BPL networks can successfully become a core part of their energy efficiency, grid reliability and revenue enhancement plans. PowerGrid is based in Boise, Idaho and New York City. For more information, visit the company's web site at www.powergridcomm.com.